GOVERNMENTOFANDHRAPRADESH
ABSTRACT

Agricultural Marketing Departments – Creation and development of e–Marketing platform in the State of Andhra Pradesh – Incorporation of Special Purpose Vehicle (SPV) in the name and style of **"Andhra Pradesh Farmers E-Vikraya Corporation Limited (APFEVCL)"** under Companies Act,2013 – Nomination of Directors and Share Holders – Orders - Issued.

AGRICULTURE AND COOPERATION (MKTG.II) DEPARTMENT

G.O.Ms.No:33 Dated:28.05.2021.
Read the following:-

1. Minutes of the meeting approved by the Hon'ble Chief Minister of AP in e-office Note file No.AGC05-12023/5/2020-CT-SEC-MRKT, dated 01-06-2020.
2. From Commissioner and Director of Agrl. Marketing, A.P., Guntur, RFP.No.SE(AM)/AP/GNT/05/2020, dt.07-09-2020.
3. From Commissioner and Director of Agri Marketing, A.P., Guntur, Letter No.AGC 0524021-36-2020 ENG Section, dated 15-10-2020.
4. Govt.Memo No.AGC01-MKTG0PMIS/139/2020 MKTG.II, dt.11.11.2020.
5. G.O.Ms.No:12, Agri.& Coop(Mktg.II) Dept., dated:24-03-2021
6. From Spl. Chief Secretary to Government (A&C) Dept. No.12022/2/2020-Agri.II, dt.10.11.2020.
7. From Commissioner and Director of Agrl. Marketing, A.P., Guntur, Letter No.AGC05-12023/5/2020-CT-SEC-MRKT, dated:19.11.2020 and dated:15 -02-2021.

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ORDER:

Government have decided to establish e-Marketing platform to facilitate trade between farmers in Andhra Pradesh and traders throughout the country and outside from farmgate itself. Accordingly, the Commissioner and Director of Agricultural Marketing, A.P., Guntur has called RFP for establishment of e-Marketing platform and letter of award was also issued to the successful bidder. Government has also ratified the action taken by the Commissioner and Director of Agrl. Marketing, A.P., Guntur for finalizing the process of establishment of e-Marketing Platform and ordered for sanction of Rs.12.51 crores from central market fund. It was decided to form a dedicated Special Purpose Vehicle (SPV) to administer the E-Marketing platform and to monitor regularly the onboarding of farmers/traders, transactions, transportation, payment, dispute resolution so that farmers are not put to disadvantage during any agreement with prospective buyers.

2. In the reference 7th read above, the Commissioner and Director of Agrl. Marketing, Govt. of A.P., Guntur has submitted proposals for according permission for incorporation of SPV registering under Companies Act, 2013 in the name and style of **"Andhra Pradesh Farmers E-Vikraya Corporation Limited (APFEVCL)"** duly nominating initial Directors and Share holders of the Company along with share holding pattern to administer the e-Marketing platform and to designate the CEO, Rythu Bazars as the Managing Director of the Special Purpose Vehicle to incorporate and to operationalize SPV activities for the new e-Marketing platform.

3. In view of the above and after careful consideration of the proposal of the Commissioner and Director of Agrl. Marketing, A.P., Guntur, Government hereby accord permission for the Constitution of a Special Purpose Vehicle (SPV) to administer the e-Marketing platform and to register the SPV under Companies Act, 2013 in the name and style of **'Andhra Pradesh Farmers E-Vikraya Corporation Limited (APFEVCL)'** with the following conditions:

Contd/-

a. The objective of the SPV 'Andhra Pradesh Farmers E-Vikraya Corporation Limited (APFEVCL)' is to administer the E-Marketing platform and to facilitate trade between farmers in Andhra Pradesh and traders throughout the country and outside. The SPV shall onboard farmers, traders, assayers, logistic service providers to the e- marketing platform and monitor the transaction, transportation, payment, dispute resolution etc. as per the relevant rules.

b. The SPV shall be governed by Board of Directors (BoD) consisting of following members
   i. Commissioner and Director of Agrl. Marketing, A.P. – Chairman.
   ii. Chief Executive Officer, Rythu Bazaars, A.P. – Managing Director
   iii. Commissioner of Agriculture, Guntur - Director
   iv. Commissioner of Horticulture, Guntur - Director
   v. MD AP Markfed, Vijayawada - Director

c. The shareholding of APFEVCL shall be 100% with Government of Andhra Pradesh in line with the vision and objective of the Company.

d. The Authorized Share Capital of the company for incorporation shall be Rs 10 lacs initially and this may be increased later on as and when required as per rules.

e. The Subscription share capital of the Company for incorporation will be Rs.1.00 lakh initially and this may be increased later on as and when required. The paid-up capital of the Company will be Rs.1.00 lakh divided into 10,000 equity shares of Rs.10/- each. This paid-up capital will be increased as and when the funds are released to the Company. The following officers are nominated shares holders of the Company.

Sl. No.	Share holder	Number of shares of Rs 10/- each
1	Commissioner and Director of Agricultural Marketing, A.P. (on behalf of Hon'ble Governor of Andhra Pradesh)	9996
2	Managing Director of the SPV	1
3	Commissioner of Agriculture, A.P.	1
4	Commissioner of Horticulture, A.P.	1
5	Managing Director, A.P. MARKFED	1
Total		10,000

f. The Registered Office of the Company shall be at O/o. the Chief Executive Officer, Rythu Bazars, Old Market Yard Bhavan, Chuttagunta, Guntur. Pin code:522004.

g. Statutory Registration & Certifications: The Company will obtain all kind of tax certificate, registrations which ever necessary for the company as per the statutory requirements.

h. The Chief Executive Officer, Rythu Bazars is authorized to sign the incorporation papers of the Company on behalf of the Commissioner and Director of Agrl. Marketing, A.P., Guntur. The Government also permits the Commissioner and Director of Agrl. Marketing, Guntur to incur the incorporation and initial the expenditure for establishing the Company and to treat the expenditure as the subscription amount of the Chairman and the Managing Director in the Company of 'Andhra Pradesh Farmers E-Vikraya Corporation Limited (APFEVCL)'.

4. The Commissioner and Director of Agricultural Marketing, A.P., Guntur shall submit Memorandum of Association and the Article of Association of the Company prepared as per the guidelines issued by the Government of Andhra Pradesh and in accordance with the Companies Act, 2013 for incorporation of the Company in the name and style of **"Andhra Pradesh Farmers E-Vikraya Corporation Limited (APFEVCL)"**.

5. The Commissioner and Director of Agricultural Marketing, A.P., Guntur shall take further necessary action in the matter.

6. This order issues with the concurrence of the Finance (FMU.A&C,AH DD & F, CS) Department vide their U.O.Note No.FIN01-FMU0ASD(AC)/85/2020-FMU-AC-CS-AH,dt:15.03.2021.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Y. MADHUSUDHANA REDDY
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Commissioner and Director of Agrl. Marketing, A.P., Guntur.
The Commissioner of Agriculture, A.P., Guntur.
The Commissioner of Horticulture, A.P., Guntur.
The Managing Director, APMARKFED, Vijayawada.
The Chief Executive Officer, Rythu Bazars, A.P., Guntur.
All the District Collectors in the State.
Copy to:
The Finance (FMU-AC-CS-AHDF) Dept., A.P. Secretariat.
The Law Dept., A.P. Secretariat.
P.S to Addl. Secy. to Hon'ble C.M.
P.S. to Minister for Agri., Coop.& Mktg.).
P.S. to Chief Secretary to Govt.
P.S. to Spl.Chief Secy. to Govt.(Agri., H&S), Agrl.& Coop. Dept.
P.S. to Prl.Secy. to Govt.(AM&C), Agrl.& Coop. Dept.
SC/SF.

//FORWARDED BY ORDER//

SECTION OFFICER